

## CLAIMS

1. Composition of foundation type, comprising, in a physiologically acceptable medium, at least one coloring agent, said composition being capable, when it is applied to a dark skin, of producing a positive lightness variation  $\Delta L^*$  between 0.5 and 4 and a positive saturation variation  $\Delta C^*$  of between 0.5 and 4.
2. Composition according to claim 1, wherein  $\Delta L^*$  is between 0.5 and 3 and  $\Delta C^*$  between 0.5 and 3.
3. Composition according to claim 1, wherein  $\Delta L^*$  is between 0.5 and 2.5 and  $\Delta C^*$  between 0.5 and 2.5.
4. Composition according to claim 1, said composition being also capable of producing a negative variation in the coxellographic index  $\Delta i_{\text{cox}}$  of less than or equal to -0.4 for an individual having before makeup a coxellographic index  $i_{\text{cox}}$  of greater than or equal to 5.
5. Composition according to claim 1, said composition being also capable of producing a negative variation in the coxellographic index  $\Delta i_{\text{cox}}$  of less than or equal to -0.5 for an individual having before makeup a coxellographic index  $i_{\text{cox}}$  of greater than or equal to 5.
6. Composition according to claim 1, said composition being also capable of producing a negative variation in the coxellographic index  $\Delta i_{\text{cox}}$  of less than or equal to -1 for an individual having before makeup a coxellographic index  $i_{\text{cox}}$  greater than or equal to 5.
7. Composition according to claim 1, said composition having a lightness  $L^*$  of greater than or equal to 34, a position  $b^*$  on the blue/yellow axis of between 28 and 42 and a saturation  $C^*$  of between 31 and 52.
8. Composition according to claim 1, said composition having a lightness  $L^*$  of between 34 and 41, a value  $b^*$  of between 33 and 42 and a saturation  $C^*$  of between 37 and 46.
9. Composition according to claim 1, said composition having a lightness  $L^*$  of greater than or equal to 34, a position  $b^*$  on the blue/yellow axis of between 23 and 39 and a saturation  $C^*$  of between 27 and 47.

10. Composition according to claim 1, said composition having a lightness  $L^*$  of between 34 and 48, a position  $b^*$  of between 27 and 35 and a saturation  $C^*$  of between 31 and 41.

11. Composition according to claim 1, said composition having a lightness  $L^*$  of greater than or equal to 34, a position  $b^*$  on the blue/yellow axis of between 19 and 33 and a saturation  $C^*$  of between 23 and 40.

12. Composition according to claim 1, said composition having a lightness  $L^*$  of between 34 and 42, a position  $b^*$  of between 23 and 29 and a saturation  $C^*$  of between 28 and 35.

13. Composition according to claim 1, said composition having a lightness  $L^*$  of greater than or equal to 39, a position  $b^*$  on the blue/yellow axis of between 23 and 39 and a saturation  $C^*$  of between 38 and 41.

14. Composition according to claim 1, said composition having a lightness  $L^*$  of between 39 and 48, a position  $b^*$  of between 28 and 35 and a saturation  $C^*$  of between 33 and 41.

15. Composition according to claim 1, said composition having a lightness  $L^*$  of greater than or equal to 51, a position  $b^*$  on the blue/yellow axis of between 14 and 25 and a saturation  $C^*$  of between 18 and 31.

16. Composition according to claim 1, said composition having a lightness  $L^*$  of between 51 and 63, a position  $b^*$  of between 14 and 25 and a saturation  $C^*$  of between 22 and 28.

17. Composition according to claim 1, said composition having a lightness  $L^*$  of greater than or equal to 34, a position  $b^*$  on the blue/yellow axis of between 11 and 20 and a saturation  $C^*$  of between 17 and 29, and better still a lightness  $L^*$  of between 34 and 48, a position  $b^*$  of between 14 and 17 and a saturation  $C^*$  of between 20 and 26.

18. Composition according to claim 1, said composition constituting a liquid foundation.

19. Composition according to claim 1, said composition being packaged with a colored indicator that imitates at least one skin color that the composition is suitable for lightening.

20. Method for lightening a dark skin, comprising the application to the skin of a composition as defined in claim 1.

21. Method for lightening a skin having a complexion defined by a lightness of between 35 and 42 and a saturation of between 13 and 20, comprising the application of the composition as defined in claim 7.

22. Method for lightening a skin having a complexion defined by a lightness of less than 42 and a saturation of less than 21, comprising the application of the composition as defined in claim 7.

23. Method for lightening a skin having a complexion defined by a lightness of between 48 and 54 and a saturation of between 24 and 28, comprising the application of the composition as defined in claim 15.

24. Method for marketing a composition according to claim 1, taking into account during the marketing of this composition, of the color of at least one skin for which the composition is preferably intended.

25. Method according to claim 24, comprising the presentation the color of at least one skin to which the composition is intended.

26. Method according to claim 25, wherein the presentation of the color is made by using a colored indicator given on a container or packaging containing the composition.

27. Method according to claim 24, wherein reference is made on the packaging or container to an ethnic group in which the skin color for which the composition is intended is frequently found.

28. Method for making up a dark skin, in which a colorimetric characteristic of dark skin is measured and in which a composition suitable for lightening this skin is selected from the measured characteristic.

29. Method according to claim 28, wherein the lightening and/or the saturation of the skin is measured.